



Lexington-Fayette Urban County Government

200 E. Main St
Lexington, KY 40507

Legislation Details (With Text)

File #:	0888-19	Version:	1	Name:	Wiser Strategies- Placement
Type:	Resolution	Status:		Status:	Approved
File created:	8/19/2019	In control:		In control:	Urban County Council
On agenda:	9/26/2019	Final action:		Final action:	9/26/2019
Enactment date:	9/26/2019	Enactment #:		Enactment #:	R-514-2019

Title: A Resolution authorizing the Mayor, on behalf of the Urban County Government, to execute an Agreement (awarded pursuant to RFP No. 29-2019) with Wiser Strategies, for media planning and placement services relating to stormwater and recycling marketing campaigns, at a cost not to exceed \$225,000. [Div. of Environmental Services, Plueger]

Sponsors:

Indexes:

Code sections:

Attachments: 1. blue sheet memo_placement, 2. 2020_Contract For Services(Placement), 3. RFP Pkg 29-2019 placement, 4. Wiser plc, 5. 00666314.pdf, 6. R-514-2019, 7. Contract #234-2019

Date	Ver.	Action By	Action	Result
9/26/2019	1	Urban County Council	Approved	Pass
9/12/2019	1	Urban County Council	Received First Reading	
9/10/2019	1	Urban County Council Work Session		

A Resolution authorizing the Mayor, on behalf of the Urban County Government, to execute an Agreement (awarded pursuant to RFP No. 29-2019) with Wiser Strategies, for media planning and placement services relating to stormwater and recycling marketing campaigns, at a cost not to exceed \$225,000. [Div. of Environmental Services, Plueger]

Authorization to execute an Agreement with Wiser Strategies to provide media planning and placement services for one (1) year. There is an option for two (2) renewals, contingent on funding. The amount of the Agreement is not to exceed \$225,000 per fiscal year. Funds are Budgeted. (L0888-19) (Plueger/Albright)

Budgetary Implications: Yes

Advance Document Review:

Law: Yes, Completed by Michael Cravens, August 19, 2019

Risk Management: No

Fully Budgeted: Yes

Account Number: 4051-313201-3095-71299 \$125,000
1115-303501-0001-71299 \$100,000

This Fiscal Year Impact: \$225,000

Annual Impact:

Project:

Activity:

Budget Reference:

Current Balance: fully Budgeted

BE IT RESOLVED BY THE COUNCIL OF THE LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT:

Section 1 - That the Mayor, on behalf of the Lexington-Fayette Urban County Government, be and hereby is authorized to execute an Agreement (awarded pursuant to RFP No. 29-2019), which is attached hereto and incorporated herein by reference, with Wiser Strategies, for media planning and placement services relating to stormwater and recycling marketing campaigns, at a cost not to exceed \$225,000.00.

Section 2 - That an amount, not to exceed the sum of \$225,000.00, be and hereby is approved for payment to Wiser Strategies, from the following accounts in the following amounts: #4051 - 313201 - 71299 (\$125,000.00) and #1115 - 303501 - 71299 (\$100,000), pursuant to the terms of the Agreement.

Section 3 - That this Resolution shall become effective on the date of its passage.

PASSED URBAN COUNTY COUNCIL:

MAYOR

ATTEST:

CLERK OF URBAN COUNTY COUNCIL

888-19_MSC_X:\Cases\ENVIROPOLICY\19-LE0001\LEG\00666314.DOCX

